



MARINE DELIVERS LAUNCHES

Endeavor to provide consistent, factual maritime-related information to mainstream media

The Great Lakes Seaway System has recently launched a new program to raise awareness about the benefits of the Great Lakes marine industry through favorable media coverage and public awareness utilizing factual and scientifically-sound information. This new entity, Marine Delivers, will serve as an educational clearinghouse to collect and disseminate maritime data and information, both for the industry and for the public.

Lately, the Great Lakes maritime world has been taking its lumps, first with inconsistent state ballast water regulations, then with new air emissions regulations and, most recently, with calls for lock closures arising from Asian carp concerns. One common reaction pervades each of these events for those of us in the marine mode—frustration at the lack of consistent, factual maritime-related information. From elected officials and media representatives to the general public, we continually witness claims and negative news stories from individuals who just don't have the facts.

Marine Delivers is being created to provide responsible, timely, consistent and relevant information both to preempt and respond to these issues. Public surveys have shown that when people hear about the positive benefits of the marine industry,

they have a significantly increased positive perception of the industry. By bringing attention to the vital contributions the industry makes, this entity can help shape a positive image; one that calls to mind environmental benefits, positive economic impacts, safety and energy efficiency. With that should come a renewed appreciation for the contributions of the water mode, from easing congestion on our roads to lowering costs for consumers for commodities such as electricity, food, and manufacturing materials.

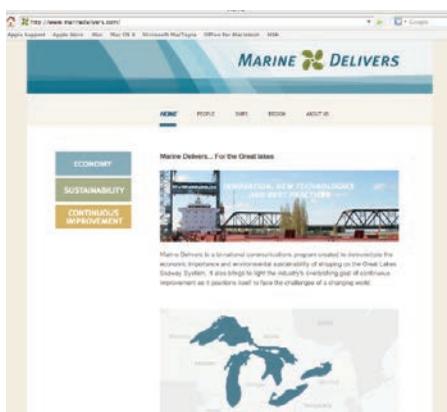
For example, did you know that only one marine accident is recorded for every 13.7 rail accidents and 74.7 truck accidents? Did you know that on a single liter of fuel, one ton of freight can travel 240 km by ship, compared to 100 km by train and less than 30 km by truck? Did you know that ships emit one-tenth the air pollutants of trucks and half that of trains? Well, perhaps you did, but I guarantee you that these facts are not something the general public has the slightest awareness of. When you start adding it up, the marine mode offers significant advantages in so many categories. That message just needs to be put in the mainstream media and will be the primary mission of Marine Delivers.

Marine Delivers is a clearinghouse for

the industry to educate the public and the first step taken was to develop a new website, www.MarineDelivers.com. Most of the funding for the new program has been committed by the shipping industry and maritime trade association representatives, and both the U.S. and Canadian Seaway Corporations are integrally involved. There will be dedicated staff managing the new endeavor, located in Washington, D.C. and in Ottawa, who will work together with the existing Hwy H₂O and Green Marine programs.

This is an opportunity to educate on the superior advantages and track record of the maritime mode, a message that those of us in the industry already well understand. I believe the benefits of Marine Delivers will become evident in the near term, not only for the industry, but in the public eye. ■

COLLISTER ("TERRY") JOHNSON, JR.
Administrator
Saint Lawrence Seaway Development Corporation



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